AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims.

1. (Currently Amended)   A method ~~of delivering an object relating to a broadcast media stream to a user terminal of a mobile radio system, the method comprising:~~ comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on the following:

~~broadcasting the media stream by a broadcast system,~~

~~associating the object to the media stream in the broadcast system,~~

~~delivering~~ an object identification of [[the]] an object and a widget ~~wirelessly~~ received from [[the]] a broadcast ~~system to at least one user terminal,~~ system, the object being associated and synchronized to a broadcast media stream broadcast by the broadcast system,

~~presenting~~ a determination to cause, at least in part, a presentation of the object identification and the widget in synchronization with the media stream in [[the]] a user terminal,

~~sending,~~ a determination to cause, at least in part, a transmission of, if a user requests [[the]] a delivery of the object based on the object identification, a transaction signal with the object identification from the user terminal to a database of at least one object through [[the]] a mobile radio system by activating the widget, and

~~delivering~~ the object of the object identification received from the database ~~to the user terminal, which sent the request signal,~~ through the mobile radio system.

2.   (Currently Amended)   The method of claim 1, ~~the method further comprising providing the broadcast system with~~ wherein the broadcast system includes object identifications of [[the]] objects that are available in a database of an object provider.

3.   (Currently Amended)   The method of claim 1, ~~the method further comprising creating the~~ wherein objects and [[the]] object identifications are created in the broadcast system and ~~saving~~ the objects are saved in a database.

4.   (Currently Amended)   The method of claim 1, ~~the method further comprising delivering~~ wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on receiving the object identification from the broadcast system [[to]] at at least one user terminal through the mobile radio system.

5.   (Currently Amended)   The method of claim 1, ~~the method further comprising delivering~~ wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on receiving the object identification from the broadcast system [[to]] at at least one user terminal as an RDS broadcast.

6.   (Currently Amended)   The method of claim 1, ~~the method further comprising~~ wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on a determination to cause, at least in part, a transmission of ~~sending~~ the transaction signal from the user terminal directly to the database of the object provider through the mobile radio system.

7.   (Currently Amended)   The method of claim 1, ~~the method further comprising~~ wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on a determination to cause, at least in part, a transmission of ~~sending first~~ the transaction signal from the user terminal to a server serving the broadcast system through the mobile radio system, wherein ~~and sending~~ a signal is transmitted with the object identification from the server to the database of the object provider.

8.   (Currently Amended)   The method of claim 1, ~~the method further comprising associating~~ wherein the object identification is associated to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and ~~delivering~~ the object identification is received in accordance with the broadcasting timeline of the media stream.

9.   (Currently Amended)   The method of claim 1, ~~the method further comprising recording and processing the transfer of~~ wherein each object is recorded and transferred to the user ~~terminals~~ terminal by means of a transaction processing device.

10.   (Currently Amended)   The method of claim 1, the ~~method further comprising~~ wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on a determination to cause, at least in part, the identification of ~~identifying~~ the format of the object identification and the ~~object by means of the user terminal,~~ object, the identifying revealing information, including the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof.

11. - 20.   (Canceled)

21.   (Currently Amended)   ~~A user terminal of a mobile radio system, wherein the user terminal is configured to~~ <u>An apparatus comprising:</u>

<u>at least one processor; and</u>

<u>at least one memory including computer program code for one or more programs,</u>

<u>the at least one memory and the computer program code configured to, with the at least one</u>

> <u>processor, cause the apparatus to perform at least the following,</u>

receive an object identification of an object and a widget ~~wirelessly~~ from a broadcast system,

> the object being associated and synchronized to [[the]] <u>a</u> broadcast media stream [[in]]
>
> <u>broadcast by</u> the broadcast system,

~~present~~ <u>determine to cause, at least in part, a presentation of</u> the object identification and the

> widget in synchronization with the media stream in [[the]] <u>a</u> user terminal,

~~send,~~ <u>determine to cause, at least in part, a transmission of,</u> if a user requests [[the]] <u>a</u>

> delivery of the object based on the object identification, a transaction signal with the
>
> object identification of at least one object through [[the]] <u>a</u> mobile radio system to a
>
> database by activation of the widget, and

~~receive~~ the object of the object identification ~~delivered~~ <u>is received</u> from the database through

> the mobile radio system.

22.   (Currently Amended)   The ~~user terminal~~ <u>apparatus</u> of claim 21, wherein the ~~user~~

~~terminal~~ <u>apparatus</u> is ~~configured~~ <u>further caused</u> to receive the object identification from the

broadcast system through the mobile radio system.

23.   (Currently Amended)   The ~~user terminal~~ apparatus of claim 21, wherein the ~~user terminal~~ apparatus is ~~configured~~ further caused to receive the object identification from the broadcast system as an RDS broadcast.

24.   (Currently Amended)   The ~~user terminal~~ apparatus of claim 21, wherein the ~~user terminal~~ apparatus is ~~configured~~ further caused to determine, at least in part, to transmit ~~to send~~ a transaction signal directly to the database of the object provider through the mobile radio system.

25.   (Currently Amended)   The ~~user terminal~~ apparatus of claim 21, wherein the ~~user terminal~~ apparatus is ~~configured~~ further caused to determine, at least in part, to transmit ~~to send~~ a transaction signal from the user terminal to a server serving the broadcast system through the mobile radio system, the server ~~then sending~~ is configured to transmit a signal with the object identification to the database of the object provider.

26.   (Currently Amended)   The method of claim 1, ~~further comprising~~ wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on receiving the widget before or during a piece of media stream.

27.   (Canceled)

28.   (Currently Amended)   The ~~user terminal~~ apparatus of claim 21, wherein the ~~user terminal~~ apparatus is ~~configured~~ further caused to receive the widget before or during a corresponding piece of media stream.

29.   (New)   A computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to at least perform the following steps:

receiving an object identification of an object and a widget from a broadcast system, the object being associated and synchronized to a broadcast media stream broadcast by the broadcast system,

determining to cause, at least in part, presenting the object identification and the widget in synchronization with the media stream in a user terminal,

determining to cause, at least in part, transmitting, if a user requests a delivery of the object based on the object identification, a transaction signal with the object identification of at least one object through a mobile radio system to a database by activation of the widget, and

the object of the object identification is received from the database through the mobile radio system.

30.   (New)   The computer-readable storage medium of claim 29, wherein the apparatus is further caused to perform receiving the object identification from the broadcast system through the mobile radio system.

31.   (New)   The computer-readable storage medium of claim 29, wherein the apparatus is further caused to perform receiving the object identification from the broadcast system as an RDS broadcast.

32.   (New)   The computer-readable storage medium of claim 29, wherein the apparatus is further caused to perform determining, at least in part, to transmit a transaction signal directly to the database of the object provider through the mobile radio system.

33.   (New)   The computer-readable storage medium of claim 29, wherein the apparatus is further caused to perform determining, at least in part, to transmit a transaction signal from the user terminal to a server serving the broadcast system through the mobile radio system, the server is configured to transmit a signal with the object identification to the database of the object provider.

34.   (New)   The computer-readable storage medium of claim 29, wherein the apparatus is further caused to perform receiving the widget before or during a corresponding piece of media stream.